

WHAT IS CLAIMED IS:

1. A method of tracking distributed content within a computer network, said method comprising the steps of:
 - 5 identifying the delivery of a set of Network Information Monitors (NIMs); tracking information about each NIM within said set of NIMs, said information including:
 - a first time at which a user opens a selected NIM,
 - a second time at which said user closes said selected NIM, and
 - 10 an identifier for said selected NIM; and
 - determining from said information sub-sets of NIMs that are displayed simultaneously.
2. The method of claim 1 wherein said tracking step further comprises the step of
15 tracking information selected from the group comprising: a home NIM download event; a NIM download event, a NIM display event, a browser click-through event, and a page-view event.
3. The method of claim 1 wherein said tracking step further comprises the step of
20 tracking information selected from the group comprising: a NIM installation event, a home NIM startup event, a transient mode event, a shared NIM received event, and a shared NIM pack received event.
4. The method of claim 1 wherein said tracking step includes the step of
25 constructing a statistical data base to track individual events executed by a plurality of users that receive NIMs.
5. The method of claim 1 wherein said tracking step includes the step of
30 constructing a content data base to characterize the content associated with a set of NIMs.

6. The method of claim 1 further comprising the step of using said sub-sets of NIMs to create packs of NIMs.

7. The method of claim 1 further comprising the step of targeting an advertisement to a single user based upon said sub-sets of NIMs.

8. The method of claim 1 wherein said determining step includes the step of dynamically determining in real-time sub-sets of NIMs that are displayed simultaneously.

9. The method of claim 1 wherein said determining step includes the step of determining sub-sets of NIMs that are delivered to a single user.

10. A method of tracking distributed content within a computer network, said method comprising the steps of:
identifying the delivery of a Network Information Monitor (NIM) to a user;
recording content information for said NIM;
tracking NIM use activity by said user for a plurality of NIMs; and
correlating said content information with said NIM use activity.

11. The method of claim 10 further comprising the step of targeting advertisements to said user based upon said correlating step.

12. The method of claim 10 further comprising the step of constructing a statistical data base to track individual events executed by a plurality of users that receive NIMs.

13. The method of claim 12 further comprising the step of targeting advertisements to said plurality of users based upon information within said statistical data base.

14. A computer readable memory to direct a computer to function in a specified manner, comprising:

a first executable module to identify the delivery of a set of Network Information Monitors (NIMs);

a second executable module to track information about each NIM within said set of NIMs, said information including:

- 5 a first time at which a user opens a selected NIM,
 a second time at which said user closes said selected NIM, and
 an identifier for said selected NIM; and

a third executable module to determine from said information sub-sets of NIMs that are displayed simultaneously.

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15. The computer readable memory of claim 14, wherein said second executable module includes executable instructions to construct a statistical data base to track individual events executed by a plurality of users that receive NIMs.

15 16. The computer readable memory of claim 14, wherein said second executable module includes executable instructions to construct a content data base to characterize the content associated with a set of NIMs.

17. The computer readable memory of claim 14 further comprising a set of
20 executable instructions to analyze said sub-sets of NIMs to create packs of NIMs.

18. A computer readable memory to direct a computer to function in a specified manner, comprising:

25 a first executable module to identify the delivery of a Network Information Monitor (NIM) to a user;

 a second executable module to record content information for said NIM;

 a third executable module to track NIM use activity by said user for a plurality of NIMs; and

30 a fourth executable module to correlate said content information with said NIM use activity.

